

IN THE CLAIMS

Please amend the claims as follows.

1-24. (Cancelled)

25. (Not Entered)

26. (Currently Amended) A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device, ~~the hand-held device comprising an optical detector, the method comprising:~~

calculating on the computer system a horizontal frequency of the monitor to determine how to broadcast auxiliary data;

manipulating the hand-held device so that ~~the~~ an optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that displays a visual image on the monitor that broadcasts the auxiliary data from the visual image as a result of the use of the computer system by a user of the hand-held device;

receiving the auxiliary data on the hand-held device via the optical detector;

processing the auxiliary data on the hand-held device; and

providing promotional opportunities to the user of the hand-held device from reception and processing of the auxiliary data.

27. (Previously Presented) The method of claim 26 further comprising storing the application program on the computer system in the form of a dynamic link library.

28-30. (Cancelled)

31. (Currently Amended) An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

a microprocessor embedded in the card;

memory electronically connected to the microprocessor;

visual display electronically connected to the microprocessor and the memory;

a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a ~~conventional~~ bar code scanner; and

laser light detection hardware electronically connected to the microprocessor and comprising optical filters, a load resistor, a microprocessor trigger and a phototransistor.

32-48. (Cancelled)

49. (Currently Amended) The card of claim 31, wherein the laser light detection hardware is an electronic/optical circuit.

50. (Cancelled)

51. (Currently Amended) The card of claim 50 31, wherein the optical filters comprise a neutral density optical filter and a red bandpass filter.

52. (Previously Presented) The method of claim 26, further comprising selecting an application program that acts independently of the configuration of the computer system.

53-72. (Cancelled)

73. (Currently Amended) A method for providing a promotional opportunity to a user of a hand held device comprising:

encoding a video signal with an electronic coupon, the electronic coupon comprising coupon data, additional text describing the coupon, and a numeric code to be entered at a point of sale (POS);

broadcasting the encoded video signal;

receiving the encoded video signal on a hand-held device, ~~the hand-held device comprising a microprocessor, a receiver electrically coupled to the microprocessor, laser~~

detec~~tion~~ hardware electrically coupled to the microprocessor, a redeem button electrically coupled to the microprocessor and a serial number embedded within the hand-held device;

decoding the encoded video signal on the hand-held device to recover the electronic coupon;

transporting the hand held device to a POS system, the POS having the POS system; the POS system comprising a bar code scanner being capable of emitting scanning laser light;

pressing the a redeem button on the hand-held device and orienting the a laser detection hardware to the a bar code reader of the POS system within an allotted time;

detecting the scanning laser light on a laser detection hardware embodied within the hand-held device with the laser detection hardware;

obtaining another code from the hand-held device at the POS system as a result of detecting the scanning laser light on the hand-held device with the laser detection hardware, the another code representing the a serial number of the hand-held device;

entering at least the another code into the POS system; and

applying the electronic coupon to an order by the user of the hand-held device.

74. (Previously Presented) The method of claim 73 further comprising presenting the user with coupon information on the hand-held device from having decoded the coupon data.

75. (Previously Presented) The method of claim 74 further comprising selecting from requirements, valid dates, valid POS locations as the coupon information.

76. (Previously Presented) The method of claim 73 further comprising identifying the electronic coupon to be redeemed at the POS.

77. (Previously Presented) The method of claim 74 further comprising selecting approximately one minute as the allotted time.

78. (Previously Presented) The method of claim 74 further comprising selecting a special code generated as a combination of the numeric code and the serial code.

79. (Previously Presented) The method of claim 74 further comprising erasing the electronic coupon within a certain time after presenting the another code on the hand held device.

80. (Previously Presented) The method of claim 74 further comprising selecting an electronic/optical circuit as the laser detection hardware.

81. (Previously Presented) The method of claim 80 further comprising selecting optical filters, a load resistor, a microprocessor trigger and a phototransistor as the electronic/optical circuit.

82. (Previously Presented) The method of claim 81 further comprising selecting a neutral density optical filter and a red bandpass filter as the optical filters.